



Shop 52

Drilldown Study Results

A City Worthy of Investment

The Shop 52 Drilldown Analysis reveals that Cincinnati's **true population is 378,259**, a 14% increase over the 2000 Census Bureau figures.

The study also reveals a city-wide **average household income of \$54,083, up more than \$10,000 per household** over the 2000 Census Bureau figures.

Overall, the Shop 52 Drilldown has **uncovered \$2.7 billion in aggregate neighborhood income**. In short, when attracting new retail investment, Cincinnati has \$2.7 billion total dollars more in buying power than has been previously reported..

52 Neighborhoods Worthy of Investment

With neighborhood level data, Cincinnati can take neighborhood-specific approaches to its retail strategy. In the coming months, Mayor Mallory will be sitting down with Community Council Presidents in small group settings to talk about their community's numbers and how the information can be used to attract additional retail investment for the individual neighborhoods.

Highlights include:

Spring Grove Village (formerly Winton Place) shows 43% more population than the 2000 Census with 3,339 people and 64% more total neighborhood income with over \$62 million in buying power.

Roselawn shows a 36% increase in population with 9,668 people and 60% more total neighborhood income with \$204 million dollars in buying power.

Northside shows 21% more population with 11,326 people and 31% more total neighborhood income with almost \$202 million in buying power.

Linwood's average household income is proved to be \$44,090, 47% higher than previously reported.

West Price Hill shows a 38% increase in population with 23,901 people and 51% more total neighborhood income with \$466.5 million in buying power.